

# ChargePoint® Branding Guidelines

August 2013

## Logo Usage

### Clear Space

Minimum of one “i” from left and right, and from main body of logo top and bottom (ie., ignoring ascenders and descenders).



### Minimum Size

**Print:** 1.25” wide

**Web or on-screen:** 1.5” wide at 72 dpi.



### Background Color

The full color logo may be placed on a white or black background only. If any other background color is used, the logo must be reversed out to white.

DO NOT:

- Apply effects to the logo (such as bevel or emboss)
- Display the logo on a textured or photographic background
- Display the logo in any colors other than orange+blue, black, or white



Use color logo on white or black backgrounds



Use white logo on any other color backgrounds

## Logo Usage cont'd

### Other Logos or Text

Do not use the ChargePoint logo together with any other corporate or product logo, or text.

### Franchisees

Follow all logo usage guidelines as outlined above. Do not combine any other elements with the ChargePoint logo, or modify the ChargePoint logo in any way.



### Logo Colors

Pantone Matching System (PMS), CMYK, hex, and RGB colors are defined in the table below.

	PMS	CMYK	Hex	RGB
Orange	158C	0-61-97-0	#ff7a14	255-122-20
Blue-gray	5425C	30-4-0-31	#7a9caf	122-156-175

### Grayscale

100% + 60% black. Use the grayscale logo only when limited by production (eg newspaper or copier).



Grayscale



Black

### Black & White

100% black only. Use the black logo only in absolute positive/negative executions such as laser engraving.

# Fonts

## Published Materials

**Gotham Narrow** is the primary corporate font and should be used in all external public materials including collateral and promotional tools, event graphics, signage, hardware industrial design (ID), labels and cards, and technical documentation.

Gotham Narrow is a licensed font designed by Hoefler & Frere-Jones, and is available for purchase from their website, [typography.com](http://typography.com). (Note that Gotham and Gotham Narrow are two different fonts, although both are designed by H&FJ).

## Internal

In specific circumstances where Gotham Narrow is not available, **Arial** may be used. Examples include MS Office templates such as PowerPoint and Word, or websites and online applications. For the web, use the Arial family for all text content, ie regular, **bold**, and *italic*. DO NOT use **Arial Black** or Arial Narrow.

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Gotham Narrow Thin

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Gotham Narrow Black. Straightforwar

Gotham Narrow Black

*Gotham Narrow Black Italic. Througho*

Gotham Narrow Black Italic

## Color Palette

	PMS	CMYK	Hex	RGB
Orange	158C	0-61-97-0	#ff7a14	255-122-20
Blue-gray	5425C	30-4-0-31	#7a9caf	122-156-175
Light Orange	144C	0-51-100-0	#f8971d	248-151-29
Dark Orange	179C	0-87-85-0	#f15d22	241-93-34
Light Blue-Gray	5445C	21-5-4-8	#cbd6df	203-214-223
Dark Blue-Gray	5405C	68-35-17-40	#546e8f	84-110-143
Green	368C	65-0-100-0	#77bc1f	119-188-31